



Be An Advocate

Where children live, play and go to school, also known as their food and fitness environment, is an important component in determining whether they end up healthy or not. When children do not have access to a healthy environment, their health and quality of life are impaired. When we improve the food and fitness environment, the health of the children who live in that environment improves as well.

Join the Movement

- ✓ Encourage local grocery and convenience stores to offer fresh fruits and vegetables.
- ✓ Join a local health coalition.
- ✓ Become an advocate for healthy living.
- ✓ Send us stories to highlight healthy things going on in your county.
- ✓ Contact us to sign up to receive program updates and newsletters.

Phone: (304) 485-7374 Web: www.changethefuturewv.org

Change the Future WV Region 1
Mid-Ohio Valley Health Department
211 Sixth Street
Parkersburg, WV 26101



We are eco-friendly! Please provide us your email address and we will send you the newsletter electronically!

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Communities Transforming

To make healthy living easier

Region 1 serves Brooke, Calhoun, Doddridge, Hancock, Harrison, Marion, Marshall, Monongalia, Ohio, Pleasants, Preston, Ritchie, Roane, Taylor, Tyler, Wetzel, Wirt and Wood Counties.

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Transforming Communities Throughout WV

The Centers for Disease Control and Prevention (CDC) Community Transformation Grants (CTG) Program gives communities the opportunity to develop and implement initiatives to prevent chronic diseases, the leading causes of death and disability. The program's goal is to create healthier communities by making healthy living easier and more affordable where people work, live, learn, and play. The West Virginia Bureau for Public Health received \$1,883,603 to serve all West Virginians.

The state is divided into four regions and a local health department leads the Change the Future WV initiative in each region. The program supports healthy policy, environmental and systems change at a local, state and federal level. Staff support communities through three strategic directions including tobacco, healthy eating, physical activity and strategies to support clinical and preventive health services.

The goal is to improve the health of our citizens to change the future for all West Virginians.

Overview of Strategies

1. Reduce tobacco use and exposure to environmental tobacco smoke by supporting the implementation of comprehensive clean indoor air regulations.
2. Improve access to fresh produce by promoting healthy grocery, convenience store and farmers' market initiatives.
3. Support the development of community coordinated care systems that link and build referral networks between clinical provider systems and community based lifestyle change programs. Increase the availability of evidence-based lifestyle change programs in communities.

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Attention: Convenience and Grocery Stores

Convenience and grocery stores play a key role in our initiative to improve access to fresh fruits and vegetables. **Change the Future WV** provides health option equipment to grocery and convenience stores.

If you are interested in increasing access to healthier items, please contact the **Change the Future WV** office for more information.
Call: (304) 485-7374



Healthy Store Initiative

WV ranks third highest in the nation for people who eat fewer than five fruits or vegetables daily.

If customers had fresh fruits and vegetables as a choice in convenience and grocery stores, WV could potentially improve that statistic. Many individuals consistently try to make healthier choices and parents want healthier options for their children. Fresh fruits and vegetables to stores pleases customers who are looking for healthy options.

Many West Virginians live in rural areas and travel to grocery stores infrequently. When fresh fruits and vegetables are available at convenience stores, they have access to fresh fruits and vegetables between trips.



BENEFITS OF HEALTHY STORE INITIATIVES

Improved Community Health Outcomes

- Increased access to affordable, high quality, healthy foods and beverages
- Convenient access that increases consumption of healthy foods
- Potential for addressing the obesity epidemic and related conditions, like diabetes and heart disease

Opportunities for Economic Development

- Support for existing local store to improve sales, increase capacity and growth in customer base
- Job creation for local residents
- New, local shopping opportunities that can capture dollars otherwise being spent outside of the area
- Support for local farmers who provide fresh, good quality fruits and vegetables directly to the store owner at a lower price

Building Communities

- Strengthened community ties through multi-sector collaboration and good will in the community
- Store transformed into a community health resource and neighborhood asset.

Chronic Disease Prevention and Management Programs

Change the Future WV promotes evidence-based programs in West Virginia including:

Chronic Disease Self-Management Program (CDSMP):

The CDSMP is a workshop held for at least two hours, once a week, for six weeks in a community setting such as a senior center, church, library or hospital. People with different chronic health problems attend and the workshops are facilitated by two trained leaders; one or both of whom have chronic diseases. Subjects covered include:

- Techniques to deal with problems such as frustration, fatigue, pain and isolation
- Appropriate exercise for maintaining and improving strength, flexibility and endurance
- Appropriate use of medications
- Communicating effectively with family, friends, and health professionals
- Nutrition
- Decision making
- Evaluating new treatments.

Diabetes Prevention Program: The CDC-led National Diabetes Prevention Program is designed to bring to communities evidence-based lifestyle change programs for preventing type 2 diabetes. It is based on a Diabetes Prevention Program research study led by the National Institutes of Health and supported by Centers for Disease Control and Prevention. The study showed that making modest behavior changes, such as improving food choices and increasing physical activity to at least 150 minutes per week, helped participants lose 5% to 7% of their body weight. These lifestyle changes reduced the risk of developing type 2 diabetes by 58% in people at high risk for diabetes. People with prediabetes are more likely to develop heart disease and stroke. Participants work with a lifestyle coach in a group setting to receive a 1-year lifestyle change program that includes 16 core sessions (usually 1 per week) and 6 post-core sessions (1 per month).

Farmers Market Support

Shopping at a farmers' market can be a fun family activity with many health benefits. Farmers' market shoppers benefit from fresh produce from trusted farmers and producers. Produce is usually tastier, fresher and often organic.

Change the Future WV supports farmers' markets through promotion and marketing as well as encouraging markets to accept SNAP and WIC benefits. The initiative provides some equipment and signage promoting the **Change the Future WV** and healthy behaviors.



For more information visit:

changethefuturewv.org

Learn more and find regional and state contacts, events, success stories and social media links.



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